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Yuxin Zhao

*Department of Public Administration, Shaanxi Business College, China, zhaoyuxin2000@126.com*

Wei Xu

*College of Science, Engineering University of CAPF, China, xuwei@126.com*

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## Research on the status quo and problems in the development of E-business in China and the countermeasures

*Yuxin Zhao<sup>1</sup>, Wei Xu<sup>2</sup>*

<sup>1</sup> Department of Public Administration, Shaanxi Business College, China

<sup>2</sup> College of Science, Engineering University of CAPF, China

**Abstract:** E-business is to do commercial activities taking advantage of the advanced information network and computer technology. In China e-business has advanced in a certain degree not only in basic facilities and infrastructure, e-business regulations, and general economic laws, but also in theoretical researches and operation. However, e-business also gives a challenge to government and enterprises. Chinese government should create a social environment for the development of e-business that is suitable to our national condition, strengthen the legal environment offering fair competition environment and good service conditions, enhance the theoretical researches of e-business, cultivate professional intellects and provide favorable micro-environment and macro-environment for its development. As for enterprises, they should strengthen the informational construction, enhance the exploration and utilization of their information resources, take supplying chain management, reconstruct their business process, recommend and cultivate e-business intellects, and develop e-business operation. By the joint efforts of Chinese government and enterprises, e-business will have beautiful prospects in China.

**Keywords:** E-business, difficulties, countermeasure

With the rapid development of the Internet and modern information technology in the field of modern business, e-business has become a new business mode of common concern. The unique advantage of the emerging business is that more and more countries and different industries have accepted it, hence its rise to the rapid development in the world. More than ten years ago, e-business in China, penetrated from scratch into all walks of life, and has maintained a good momentum of sustained and rapid development. Endogenous motivation and innovation capability are increasingly entering the intensive innovation and rapid expansion to a new stage. It is widely recognized, and accelerated the development of e-business enterprises to reduce costs, improve efficiency, and an effective means of expanding markets and innovative business model, is to enhance the degree of organization of industry and resources, change the mode of economic development, improve the quality of economic operation and enhanced international competitiveness of important ways, it has a very important role for optimizing the industrial structure, to support the development of strategic emerging industries and the formation of a new economic growth point, has a very important significance for the meet and enhance consumer demand, improve people's livelihood and to improve employment.

The rapid development of e-business, both to China's economy has brought opportunities for development. It also brings the real challenge, compared with other countries in the world, the development of China's e-business in addition to commonalities exist, it has its own unique problems, these issues such as unresolved, it will seriously affect the development of e-business in China has made some comments, This paper tries to address these issues, awareness and solutions.

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<sup>—</sup> Corresponding author. Email: zhaoyuexin2000@126.com , xuwei@126.com

## 1. INTRODUCTION

E-business is conducted by electronic means business affairs activities. Inside the company, through the use of the Internet and other electronic tools to share information between suppliers, customers and partners, the use of e-business, electronic inter-enterprise business processes, with the internal electronic production management system, improving the production all aspects of inventory, distribution and capital efficiency.

E-business is the use of computer technology, network technology and telecommunications technology, electronic, digitization and networking of the entire business process. Business activities mainly based computer networks, as a means of electronically, the course of business activity conducted within the limits permitted by law-commerce is the use of digital information technology, continue to optimize the process of enterprise activities.

E-business provides the whole process of online transactions and management services, advertising, consulting negotiate, online ordering, online payment, electronic account, service delivery, consultation, transaction management function.

Led by the Ministry of Industry, Development and Reform Commission and other ministries jointly developed e-business planning, will quadruple the amount of e-business transactions exceeded 18 trillion Yuan by 2015. Enterprise e-procurement and online sales accounted for the proportion of the total purchases and sales of more than 50% and 20%, respectively. Large enterprise network supply chain collaboration capabilities basically established initially formed part of the industry leading business globalization business collaboration capabilities. Recurrent application of e-business Sums reached more than 60% of the total number of Sums. The online retail transactions exceeded 3 trillion Yuan, accounting for the proportion of the total retail sales of social consumer goods to more than 9%. Mobile e-business transaction volume and number of users reached the world leading level. Significantly improve the level of e-business services, the emergence of a number of international influences of e-business enterprises and service brands. 2015, e-business further popularize the deepening significantly increase the contribution to the national economy and social development. The system is basically sound e-business system, the initial formation of a safe and reliable and orderly operation of the network business environment.

According to the China Internet Network Information Center (CNNIC) survey report shows that, as of the end of June 2012, the national Internet users have more than 500 million. Part of them is e-business consumers, and more of this fast-growing market of potential consumers. 2015, the total number of Internet users in China may reach 700 million online consumers will reach 500 million, will form the world's largest e-business service system and the most competitive enterprise e-business infrastructure services, e-business application scale-bit the world's first e-business development environment will be further optimized.

According to the China E-business Research Center survey of 100 CEOs in the business community, nearly 90% of the CEO that the rapid development of Chinese e-business in the next few years. With the gradual recovery of the pick up of China's macroeconomic and foreign trade, many Sums take advantage of the awareness of e-business, traditional business into the online market to increase channel sales, coupled with the strengthening of national and local government departments on the e-business policy support, rectify the market continue to regulate market transactions and corporate revenues will continue to increase.

## 2. STATUS QUO OF CHINA'S E-BUSSINESS

### 2.1 China's e-business is constantly gaining popularity and deepens.

E-business applications in various fields of industrial, agricultural, and the flow of commerce, transportation, finance, tourism and urban and rural consumption is constantly expanding, continuously improve the level of

applications and development trend is forming depth integration with the real economy. The proportion of online purchases and sales of large enterprises increased year by year, part of the enterprise e-business is the development of integrated collaborative R & D, manufacturing and business management business direction. Application penetration rate of e-business in small and medium-sized enterprises is rapidly increasing, and of Sums online trading and network marketing utilization rate of 42.1%. Online retail transaction volume is growing rapidly, the average annual growth rate of 100.8%, accounting for the proportion of total retail sales of social consumer goods increased year by year, become an important way to boost demand, and optimize the consumption structure. China's online retail user scale and proportion of the total retail sales of social consumer transactions accounted has reached 3.3%.

### **2.2 China's e-business consumer groups have formed a number of large-scale, fast growth trends of the development of consumer groups.**

With the popularization of the Internet's rapid development and population, as well as small and medium enterprises application of e-business process propulsion and national attention on the development of e-business, the network has begun to affect the concept of people's lives, to change people's consumption patterns. More and more consumers are shopping online.

### **2.3 The level of China's e-business support rapidly increasing.**

Support system to accelerate the improvement of the e-business platform services, credit services, electronic payments, modern logistics and e-authentication. Around the e-business information, transactions and technology services companies are emerging. E-business information and trading platform is the development of specialized and integrated direction. Social credit environment continues to improve, and to create favorable conditions for the integrity of e-business transactions. Communications operators, hardware, software and service providers have been involved in e-business, to provide users with relevant services.

### **2.4 The development of China's e-business environment has improved.**

The full social e-business applications and increasing awareness of application skills effectively improved. E-business international exchanges and cooperation are increasingly widespread. Relevant sector to work together to promote the development of e-business mechanism initially established around the promotion of the development of the theme of the electronic certification, online shopping, online transactions and payment services, issued a series of policies, regulations and standards for building suited to national conditions and development law the e-business system environment to actively explore.

## **3. SITUATION OF CHINA'S E-BUSSINESS**

### **3.1 Economic transformation and upgrading propose new requirements for the development of e-business.**

China's economic development is faced with resource and environmental constraints reinforced, irrational industrial structure, major issues such as the relationship between investment and consumption imbalances in urgent need of integration of information technology and industrialization depth transformation of economic development. Urgent need to further play e-business business model innovation and enterprise production, improve the efficiency of industrial organization, to stimulate the vitality of the market, optimizing the allocation of resources, promote energy conservation, driven by positive role in the development of new service industries, promoting industrial restructuring, stimulate domestic market demand create new economic growth point.

### **3.2 Social structure and change consumer attitudes to the development of e-business has brought a new space.**

The pace of development of China's socialist new rural construction and urbanization will further accelerate

the production and lifestyle of the urban and rural residents will be changed dramatically, growing per capita income, consumption structure changed rapidly, the younger generation has gradually become a new consumer groups, at the same time, total employment pressure and structural contradictions are further highlights. Urgent need to accelerate the development of e-business, the convenience service system to promote the integration of urban and rural development, and better meet residents diversification, the personalized consumer demand and expectations for a better life in the new development driven by a change in the pattern of work and related services optimize the structure of employment, to ease the employment pressure, promote social harmony.

### **3.3 The continued development of information technology to the development of e-business has brought new conditions.**

Broadband, convergence, security and Pan in next generation national information infrastructure to speed up the construction of a new generation of mobile communication network, the next generation of the Internet and digital broadcast television network to speed up the layout, comprehensively promote the triple play. Cloud computing and networking as the representative of a new round of technological change is the rise of brewing new breakthroughs in key areas.

### **3.4 Global competition and cooperation deepening raised new challenges to the development of e-business.**

E-business has become an important tool for the global integration of production and organization, through e-business to compete for resources configured the initiative to improve the competitiveness of the economy at the same time, countries also pay close attention to the uncertainty in the development of e-business, strengthening of market risk prevention. To win new advantages in international economic competition and cooperation, China's urgent need to speed up and pragmatic development of e-business to improve the organizational capacity of China's industry and resources, optimize the layout of the positioning in the global division of labor, to improve international competitiveness.

## **4. THE DEVELOPMENT TREND OF CHINA'S E-BUSINESS**

In recent years, e-business is showing a rapid growth momentum. The entire e-business environment to maintain a sustained, rapid growth, and gradually move toward a robust and mature. E-business is moving toward a new stage of integration of innovative, other industries important to realize the value of export.

Characteristics in recent years have revealed, the future trends of the e-business mainly include the following aspects.

### **4.1 E-business site will be a merger boom**

The first is the same kind of merger. A large number of websites in China are repeated construction of columns, the same or similar positioning, and the convergence of business content. Due to limited resources, and the Internet "winner-take-all" principle, the ultimate winner is just the top of the website.

Those of the leading e-business business has a great advantage in resources, brand, customer size, and other aspects of the midpoint of the line network that foreign well-known e-business businesses, there is still a big gap. These sites have a good foundation and development prospects to develop, inevitably adopt the strategy of complementary acquisitions, and strategic alliances.

Personalized, professional two major trends in the development of e-business, and each site is always limited in terms of resources, customer demand for the full range of different types of sites in the form of a strategic alliance for mutual collaboration will have become an inevitable trend.

#### **4.2 E-business exhibits characteristics of normalization**

In recent years, e-business service has comprehensive coverage of commercial economic aspects: whether it is the manufacturing sector of the national economy, the service industry circulation; regardless of enterprise applications, personal applications, or government procurement. An increasing number of large and small businesses finally see the benefits of e-business, whether self-built a separate official e-business platform, or the use of third-party e-business platform, e-business penetration along with maintaining sustained high growth.

Mature with the online payment, logistics and distribution, the future of e-business will become a large economy, and effectively with the real economy to the social and economic development impetus, showing the high popularity of normalized trend.

#### **4.3 E-business will be integrated with the logistics supply chain**

Currently, e-business and logistics combined with: customers order online, and then buyer recommended Logistics Company selected by the buyers themselves. However, the combination of e-business and logistics is much more than that simple. As e-business is a growing number of consumers to accept and become accustomed to on the logistics, they also put forward higher requirements. The report pointed out, the next five years, Chinese consumers will pay more attention to the logistics business Internet services and other value-added service capabilities, compared to the richness of the product range and depth of a product is somewhat secondary.

Therefore, the future only those enterprises to win in the market competition in China's e-business logistics as part of its core values and have mastered the trick. These companies will be the logistics supply chain network as part of the overall e-business solutions, logistics channels, channels for the flow of commerce and information flow channels bundled real integration, penetrated into all aspects of e-business enterprises, while by no means simple outsourced to a third party.

#### **4.4 E-business will be fused together with Business Intelligence**

As e-business increasingly fierce competition, the role of Business Intelligence in e-business operations will be increasingly important, it can be seen on the from mature foreign e-business website. In other countries, the general e-business enterprises will have someone specifically responsible for data analysis and business intelligence work, as a strategic investment. Data analysis and business intelligence companies do not really care about the view from China's entire e-business industry, enterprises lack capital investment is the main reason.

But data goes without saying that the importance of e-business enterprises, business intelligence management system for e-business is based on the combination of intelligent management systems and on-line decision support system based on intelligent, integrated, coordinated network and online decision support ideas into traditional commercial computer management system, to enable them to adapt to the laws and trends of the modern commercial development, provide a better business environment and decision support for business decision makers.

The future, one of the e-business competitive factors, including whether it has a set of business intelligence systems, you have a powerful data analysis team, their equivalent of a think-tank of the e-business businesses face.

#### **4.5 Aviation and insurance will be vitalizing the development of e-business**

Currently, Air China, China Southern Airlines, China Eastern Airlines, Hainan Airlines and other airlines have established their own e-business platform, the development is very rapid, and the tens of billions of this year, sales of the e-business department of Ping an Insurance, China People's Insurance Department of e-business are the industry leader.

The similarities of these two sectors: the traditional channel system is more confusion, the agent level more

industry, information asymmetries, confusion channel management, distribution of profits and low are these two industries pain. The development of e-business is not only circumventing these problems, these two industries are changing channel model.

## **5. THE PROBLEMS IN CHINA'S E-BUSINESS**

### **5.1 Information technology infrastructure**

Infrastructure is the cornerstone of e-business, and the launching of e-business is very dependent on the development of the network, the construction of the Internet will determine the quality of e-business development, domestic e-business infrastructure, however, is far lagging behind Europe and the United States developed countries, only in the number of large enterprises in the construction of infrastructure is relatively sound. According to national circumstances, most of the domestic enterprises, or Sums, they can not build a complete internal network only through third-party e-business platform to operate their own businesses, and therefore strengthen the e-business infrastructure building is also facing a major problem.

### **5.2 Product Satisfaction**

Most of the e-business transactions through the network, consumers can not personally view the merchandise described online match before the transaction hand goods sometimes color, size, quality and the difference in their own imagination, it takes very high cost to safeguard the legitimate rights and interests of consumers, which can easily trust, leading to disputes between consumers and businesses, and the responsibility for the relationship is not clear, the dispute is difficult to get a satisfactory solution.

### **5.3 Logistics**

China's domestic logistics system cost is too high, too slow occasionally involved in e-business buyer dissatisfaction, logistics costs account for between 7% to 15% of the retail cost, in fact, increase the burden on to consumers.

### **5.4 Trading habits and consumer attitudes**

First, due to China by the traditional consumption and the impact of the planned economy, people are accustomed to the traditional way of shopping, public awareness of credit consumption is very weak, the concept of online consumer worse; Second, people can not get the goods from the Internet all the information, this will cause people see online merchandise with actual purchase to different commodities, especially suspect is unable to get the goods most distinctive visual impression, so that the consumer is no longer easy to believe his own eyes on the reliability of the e-business ; again, due to the lack of computer and network knowledge, lack of understanding of the rules of the game "for the online consumer, which seriously affect the development of e-business.

Corporate and consumer e-business awareness needs to be strengthened. Virtual network transactions, many traditional businesses are not accustomed to online transactions, the lack of preparation for e-business. Currently, most state-owned enterprises only accustomed traditional ordering, fairs, opposite negotiate for Internet queries show business and products are very distant.

Many of our corporate management is subjective and arbitrary experience management stage, Not standardized management, can only make the computer simple simulation of the original manual process, thereby increasing the difficulty of system, increase the cost of investment, reduce the rate of return on investment of e-business. The application of e-business is also due to the company's different and varied, not only can not improve work efficiency, but it will also reduce the efficiency of the original work. At the same time, thousands of years to leave the traditional artisanal business model deeply rooted in people's minds, to be at this stage transformation of this business environment, in order to adapt to the new e-business generated by market competition, it is quite daunting.

### **5.5 E-business personnel training**

E-business businesses to attract e-business talents have greatly hindered, resulting in the lack of e-business has experienced personnel, especially small and medium-sized enterprises may not be able to invest a lot of manpower and material resources for the cultivation of e-business, engaged in e-business can not grasp e-business expertise, will not be conducive to the development of e-business.

### **5.6 Credit**

The low level of development of China's market economy, the credit system has not been established, online trading virtual trading must be based on both mutual trust, not like the traditional transaction "paid their dues, hand delivery", therefore there is no solid credit system for security, will not be able to carry out online transactions. Between online trading, mutual trust is the fundamental guarantee of the transaction. For B2C business, most consumers purchase of commodity careful judgment, but because of our current business environment, a lower degree of commercial credit, so many consumer e-business prohibitive. B2B business, inter-enterprise debt default in serious condition, while the online trading of corporate transparency is not high, some companies also make too much to worry about the risk of online trading operations. The solution of these problems by setting reasonable e-business operation mechanism and running standard, to ensure the supply and demand sides to establish business credit.

The market economy is a credit of the commodity economy, credit is the basis of the market economy and the lifeblood of capital and resources, and can even be said that productivity. Especially in the process of economic globalization, the credit is a passport to enter the international market. E-business as a business activity, credit is the same basis for its existence and development. Moreover, e-business has a remote, records can be changed, and the complexity of the main characteristics, to determine their credit problems becomes more prominent. Credit problems of e-business, e-business sites in their economic behavior to follow the principle of credit, but the main thing is to establish the necessary parties' participants of e-business transactions, the credit model for e-business features. The credit of this kind of e-business mode, for the present, the main means of e-business enterprises (website) through the development and implementation of defined trading rules, the parties to establish a fair and impartial platform for e-business transactions, to ensure that e-business transaction is safe, reliable, basic facilities of qualification and credit certification. China has not yet worked out the specific regulations for e-business; many enterprises engaged in e-business can only be formulated according to their own understanding of e-business and the actual situation on the basis of the national contract law and the civil and economic law specific trading rules, to establish their own credit mode.

### **5.7 Regulations and policies**

At the macro level, the policies and regulations are not sound, and the standards are not unified, and business practices blindness to the lack of uniform guidelines for the development of China's e-business, development planning and implementation strategies. E-business is complex system engineering. It involves not only the parties involved in the transaction, but also the different regions, different countries, Business Administration, Customs, insurance, taxation, banking and other departments. This requires a unified legal and policy framework and strong cross-regional, cross-sector coordinating body. The current management system is basically a product of the planned economy era, epitomized by the fragmentation, set unreasonable, insufficient coordination, ineffectiveness, poor adaptability of the new economy. Although, in recent years China has introduced a number of relevant policies and regulations, but overall, is still far from perfect, special legislation for e-business or vacancies, especially in cross-country and cross-regional, cross-sect oral coordination aspects there are many issues, such as the State Development Planning Commission, Ministry of Commerce, Ministry of information Industry, government departments have introduced a policy to promote the development of e-business report, but, it is due to the different focus and a lack of coordination between those policies, it is



difficult to implement.

E-business is a new field in business activities in a virtual community, with particularity unlike traditional business activities; it is the traditional legal system, the inevitable conflict between the social rules. China is now in the transition period, the legal system is not sound enough, counterfeit and shoddy goods often interfere with the market order, the service level is relatively low, the interests of consumers are often not adequately protected. The above factors will hinder the widespread launch of e-business. Especially electronic payment security, privacy, electronic signatures, the solution to the problem of commercial contract certification, dispute mediation, and online crackdown also lacks the rules of the game and system reference coordinates. The system is not perfect relevant laws and regulations have also hindered the process of the development of e-business.

## **6. THE SOLUTIONS TO THE PROBLEMS IN CHINA'S E-BUSINESS**

### **6.1 To further strengthen the organization guarantee of e-business.**

Play the e-business inter-ministerial coordination mechanism, strengthen the e-business to promote the work of the department coordination, implement and strengthen the government's macro guide to e-business development. Insisting on making overall plans, the principle of dynamic coordination, innovation in e-business management mechanism, strengthen the relevant departments in policy making, major project trial, standards and other aspects of the development of coordination, management and service force. Each local government should establish the corresponding coordinate mechanism; e-business will be incorporated into the regional development planning. To give full play to the relevant industry associations, enterprises, intermediary organizations, institutions of higher learning and expert team in promoting the positive role of e-business.

### **6.2 Establish and improve the environment for e-business development.**

Actively create honesty, trustworthiness incentive and punishment social credit environment. Encourage qualified third party credit services, e-business platform for enterprises, according to the independent, impartial, objective principle, development and utilization of the contract and credit information resource, to the e-business operation of the main business credit assessment, party to the transaction to provide credit services. Give full play to the population, legal and geographic space nation foundation database and bank credit database foundation and synergistic effect, the promotion e-business credit information and other areas of society information related to the orderly exchange and sharing; support the construction of social credit system. Actively promote e-business enterprise credit classification supervision, and guide enterprises to the integrity of law-abiding operators.

### **6.3 Improve e-business public service and market supervision level.**

In accordance with the law and orderly promote open government information resources services, to improve the social, market-oriented development and utilization levels, improve the environment of e-business development. Improve the level of e-port development, and promote the exchange of information between relevant agencies, business collaboration, optimize taxes electronic payment system to improve the efficiency of the clearance of the e-business. Establish intersect oral e-business regulatory coordination mechanism. Supervision and network management entities, especially online trading platform effectively settle the obligation, compliance; strengthen self-discipline to maintain the e-business market order. Involving administrative licensing law strengthen the regulation of goods and services, and to strengthen the network information service, network transactions, product and service quality regulation. Innovation to strengthen the supervision of the ways and means to accelerate e-business regulatory information system platform, to modernize the regulation of technical means, the implementation of recurring regulatory network business subject, object and process to achieve normalization cyber patrol.

#### **6.4 Strengthen e-business laws and regulations and standards of construction; intensify the crackdown on e-business violations.**

In carrying out the existing laws and regulations on the basis of e-business, continue to promote the construction of the relevant laws and regulations, research to determine the overall train of thought of e-business legislation, adjust the scope and standard way. Strengthen the legal interpretation of the work; enhance the existing laws and regulations in the field of e-business, the applicability and operability. The e-business business morphological development of the actual demand, speed up the e-business service norms and technical standards revision and application. Strive to improve the e-business service standardization, promoting e-business service enterprise earnestly fulfill their legal duties and responsibilities, improve the trading main body identification mechanism, improve the information issuance of e-business, credit services, online transaction, electronic payment, logistics, after sale service, mediation services specification level.

Organize the network illegal transactions special rectification, to explore the establishment of a long-term management mechanism, prevent contraband on the net sales. Innovation of social management, set up a complaint report and find the combination mechanism, to increase the use of the network of commercial fraud, pyramid schemes, violation of personal privacy, infringement of commercial secrets, the sale is fake commodity, released on illegal false advertising and unfair competition activities such as the blow strength. Make full use of the management and technology; enhance the true reliability of e-business website.

#### **6.5 Accelerate e-business personnel training.**

Actively guide the colleges and universities, e-business to strengthen discipline construction and personnel training, as the development of e-business to provide more high-quality talents. Encourage the occupation education and social training institutions in the development of multiple levels of education and training system, speed up the training of both to understand business, with information technology e-business talents. Actively carry out the enterprise's senior management e-business training. Encourage conditional area to create a good business environment, to attract and help international perspective of the innovative talents.

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